

# PROJECT OUTLINE

December 15th 2023



## Project Name:

"Hope in your Inbox: A Donor  
Engagement Campaign"

Proposal By  
**Britespur Solutions**

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# PURPOSE

Of

## "Hope in your Inbox: A Donor Engagement Campaign"



The purpose of the project "Hope in your Inbox: A Donor Engagement Campaign" is to increase the number of recurring donors from new contacts with Sacred Grace Ministries.



The project aims to engage with new contacts more effectively through a new email marketing campaign and landing page, while providing a report for future improvements.



The ultimate goal of the project is to support the ministry and their mission by increasing the number of recurring donors through email communication by 20% in the next quarter.

## START DATE

The **start date** for this project is: **January 30th**

## DEADLINE

The **deadline** for this project is: **July 15th**

## SCOPE

The project will focus solely on increasing recurring donors from new contacts through an email drip campaign.

## IDEAL TARGET AUDIENCE

**Age:** 30-55

**Gender:** Women

**Income:** \$50,000+

**Geography:** Local

**Motivators:** Morally driven, community driven, locally engaged, special interest in Christian teaching

## TEAM ROLES

### Core Team:

- Chris K. (Project Manager)
- Martin G. (Digital Marketing Manager)
- Mary C. (Copywriter)
- Beth D. (Data Analyst)
- Kristen H. (Digital Designer)
- Brittany K. (Web Designer)

### Stakeholders:

- Steven S. (Marketing Director)
- Natalie P. (Donor Relations Specialist)
- Mark T. (Donor Relations Director)

# Project Overview

### • Project Goal:

Increase the number of recurring donors from email communications by 20% in the next quarter.

### • Project Timeline:

24 weeks in total

### • Project Budget:

The project manager and the stakeholders will determine an appropriate budget based on the project requirements and available resources.

## NECESSARY DELIVERABLES

- A new email marketing campaign with updated messaging and design
- A new landing page for donors to learn more and donate
- A report summarizing the campaign's success and recommendations for future improvements.

## RISKS

- Lack of engagement with email campaigns
- Technical issues with email platform or website
- Limited budget for campaign design and implementation

## MILESTONES

**Week 3:** Completion of research, analysis, and project development

**Week 9:** Completion of email copy and design

**Week 12:** Launch of email campaign and landing page

**Week 23:** Completion of final report

## EMAIL 1: THANK YOU EMAIL

**Purpose:** Express gratitude and the impact of their support.

**Timing:** Sent immediately after first contact or first donation.

**Content:** Highlights the tangible difference made by the new contact's support.

## EMAIL 2: STORY EMAIL

**Purpose:** Share a personal story from a beneficiary.

**Timing:** Sent 3 days after first contact or first donation.

**Content:** Personal narrative illustrating the impact of the support, with a call to become a monthly sponsor.

## EMAIL 3: INVITATION EMAIL

**Purpose:** Invite the contact for an in-person meeting or to get involved with the organization.

**Timing:** Sent 1 week after first contact or first donation.

**Content:** Encourages the contact to see their impact firsthand, promoting deeper engagement.

## EMAIL 4: RECURRING DONOR PROGRAM INTRODUCTION EMAIL

**Purpose:** Introduce the recurring donor program.

**Timing:** Sent 10 days after first contact or first donation.

**Content:** Emphasizes the benefits and long-term impact of joining the recurring donor program with a call to become a monthly donor.

# New Contact to Recurring Donor Drip Campaign Strategy Summary

# Timeline Overview





# HOPE IN YOUR INBOX



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